



Commercial Developers, Malls, Office Parks, Business Districts

Pulling Ahead of the Competition

A Cut Above

Savvy business parks, downtown areas, shopping malls and developers around the country are benefiting their bottom line by offering excellent commuter benefits to their clients. By providing vanpool and transit subsidies, shuttle services, parking cash-out, and similar perks, these forward-thinking organizations are attracting new tenants while improving the quality of life in their communities.

Happy Retailers

Three Flatiron mall developers in Broomfield, Colorado have banded together to provide all employees with free regional transit passes. This has proved a boon for bringing in retailers and has led to higher employee job satisfaction. A free Zip Shuttle also connects the more than 250 stores - resulting in a commute-friendly shopping experience.

For more information, contact Joanne Greek at (720) 887-9583



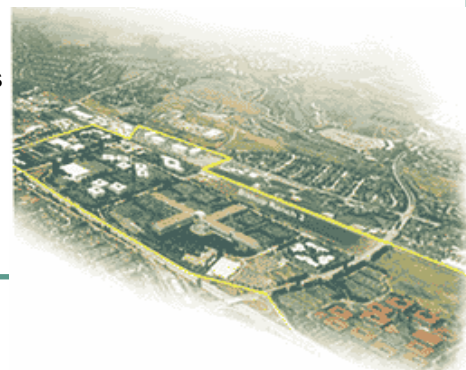
Savings That Add Up

Giving workers options other than driving alone for getting to their workplace can pay off big for an organization. Studies have shown that commuter benefits are highly valued by employees, leading to lower turnover and higher productivity. This will directly benefit the groups that house these businesses through higher occupancy rates. In addition, reduced parking requirements means lower costs.

A Walk in the (Business) Park

The Bishop Ranch Business Park in San Ramon, California provides commuter benefits to 22,000 employees working in 45 buildings on their 585 acre site. Some of these benefits include free Express Bus passes, cash incentives to join carpools and vanpools, and seven miles of walking/biking/exercise trails. As a result of their efforts to make the development as commuter-friendly as possible, more than 30% of Bishop Ranch employees arrive at their workplaces by means other than driving alone.

For more information, contact Marci McGuire at (925) 830-0101



Happier & Healthier Communities

Across the country, developers are constantly challenged to prove to communities that new activities will not place additional burden on the existing transportation system. Providing commuter benefits is a way to address these concerns. By reducing traffic from the area's roads, these organizations are directly helping to improve the quality of life for everyone, with less traffic and cleaner air.



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Building a Strong Business Case

Providing parking to the employees in a large building in an urban area can be a real challenge. But providing commuter benefits to the tenants can be a part of a smart solution. If the owner of a building offered commuter benefits at the level of the National Standard of Excellence to 500 tenants, it would bring down parking costs alone by well over \$50,000 a year. And that doesn't even include reduced tenant turnover, reduced traffic, and reduced air pollution.

Best Workplaces for CommutersSM Districts

When Commercial Developers, Malls, Office Parks, and Business Districts offer a suite of commuter benefits that meet the National Standard of Excellence - achieved by only 1% of organizations nationwide - they become eligible to apply for designation as a *Best Workplace for CommutersSM District*. Districts achieving this designation have enjoyed local and national press coverage, as well as:

- ▶ Networking opportunities with other experts
- ▶ Exclusive use of the *Best Workplace for CommutersSM Districts* logo
- ▶ Technical assistance, both web-based and one-on-one, to help enhance commuter benefits programs

To see if you are eligible to apply to become a *Best Workplaces for CommutersSM District*, visit this website: http://www.bwc.gov/about/how_dist.htm

Access, Access, Access

Employees in the Perimeter Business District in Atlanta, Georgia, are eligible to participate in local vanpools, purchase discounted transit fare, use shuttles to the four local transit rail stations, and enjoy the new pedestrian sidewalks and crosswalks throughout the district. According to the Executive Director of Perimeter, "The BWC District designation makes official what employers and business leaders have been working towards for years - The Perimeter is a great place to work, live, shop, and do business".

For more information, contact David Southerland at (770) 394-4541



You Can Always Go - Downtown

Downtown Boulder, Colorado qualified as the first *Best Workplaces for CommutersSM District* by offering a free unlimited regional transit pass for buses to everyone who works in their downtown business district (which includes 970 businesses and 9,000 employees). Because of this initiative, the city needs 850 fewer parking spaces in the downtown area, freeing up area for more shops, more green spaces, and a more pleasant experience for pedestrians.

For more information, contact Jan Ward at (303) 413-7316



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